Oshan Modi

Data Scientist

Technical Skills

- Technologies Python, R, PyTorch
- Skills Classification, Regression, NLP, Segmentation, Computer Vision, Recommendation systems, Time Series Analysis, Shiny Applications, MLOps, Interactive Visualisations, ETL Processes

Work Experience12 YearsToptal - Data Scientist/R Developer/Business AnalystOct'20 – presentClient: Skin product brand for swimmersOct'20 – present

- Engineered a personalized product recommendation system using eCommerce data.
- Performed customer segmentation based on behavior, demographics, and transactions.
- Analyzed website data and provided recommendations to improve user experience.

Client: Pet food company

- Improved data extraction efficiency by migrating an R-script-based reporting process to SQL, reducing report generation time and streamlining the data pipeline.
- Developed and maintained complex SQL queries for customer insights and ETL operations.
- Analyzed existing R code to design optimized SQL queries for data extraction.

Client: Digital transformation platform for governments

- Designed and maintained interactive Tableau dashboards to track KPIs.
- Managed a relational database, ensuring data integrity and efficient data retrieval.
- Performed ETL processes to transform and load data from various sources.

Equal Experts, Bangalore

Client: Experiential Travel Brand

- **Repeater prediction** Trained a classifier to identify customers with high potential to repeat book for clients in travel and hospitality. This helped increase repeat bookings and improve customer retention.
- In-Market Scoring Developed a classification model to estimate propensity of website visitors to complete a purchase. Data points related to customer demography and browsing behaviour were collected using http cookies.

Client: Industrial Engine Manufacturer

• Failure Prediction – Conceptualized and developed a classification model to pre-empt engine failures.

DataYogi, Jaipur

- Covid X-Ray classifier Developed a web app to detect signs of COVID-19 based on chest X-ray images with over 90% classification accuracy. The app significantly reduced reaction time from a few days to just a few hours
- Making sense of Physical documents Categorized output from an optical character recognizer, using RegEx, into different possible categories of an invoice, to analyse the spends on different products and services
- Snap to road Trained a neural network to find coordinates of roads in city maps. This was used to snap the position of moving assets to the nearest road in application UI

First AbuDhabi Bank, Dubai

• **Customer Retention program** – Designed a retention program for credit card customers to address spend loss and card deactivation by leveraging customer's transaction and bank relationship information.

HAL Robotics, Gurgaon

• Mobile device tracker – Developed a hidden-markov model to locate a wireless device using GSM cells, enabling monthly saving of \$2,500 in google location API calls

Number Theory Software, Gurgaon

Client: Indonesian Telecom Services Operator

- **Reload Frequency Monetisation** Modelled next expected recharge amount of prepaid subscribers, one month in advance. Attributed to 2% increase in monthly recharge
- Data Up-sell Developed a classification model to identify subscribers with potential to increase internet consumption

Oct'20 – present

Dec'19 – Mar'20

Jul'17 – Oct'20

Sep'17 – Nov'17

Apr'19 – Sep'19

TransOrg Analytics, Gurgaon

Client: Credit Card Company

- Recommendation Engine Identified one out of multiple B2B products with highest acceptance propensity
- Classification Categorized potential international payment clients based on projected profitability to improve targeting

Client: Asset Management Company

- **Redemption Prediction Model** Developed a predictive model to identify investors with highest probability to redeem their assets within the next two months
- Clustering Implemented a customer lookalike identifier using an indigenous clustering logic.

Client: Indian SME Lending Company

- Entity Matching Mapped records across different databases based on predefined rules using text and network analytics
- Reduced the record count by 27% with ~95% accuracy

Client: Indian Telecom Services and Mobile Network operator

• Predictive Churn Model - Developed classification model to identify customers with high usage churn probability.

ZS Ass	ociates India Pvt. Ltd., Gurgaon	Jun'12 – Aug'14	
Client: A • Deli • Con	 Client: A US based pharmaceutical Company Delivered analytics projects in sales force effectiveness, exhibiting expertise in business analytics and decision science Consulted on engagements of sizing, deployment, incentive compensation and administration 		
Software Development			
2021	<u>stoRy</u> : Developer		
	stoRy is a <u>Tidyverse</u> friendly package for downloading, exploring, and analyzing <u>Literary Theme Ontology</u> (LTO) data in R .		